

## AUTO DEALERS BLASTED FOR "BUSHING" PRACTICE

(Reprinted from a bulletin of the Better Business Bureau)

Two well-known newspaper columnists have taken up the cudgel against "bushing." This is the practice of some auto salesmen of placing a "Would You Take \$..... for Your Car?" on the windshields of parked autos or making such offers by mail.

This is simply a bait deal and contrary to the Advertising Code. The BBB has been fighting it for years.

Slim Barnard, Automotive Editor of the Los Angeles Examiner, and Gordon Macker of the Santa Monica Evening Outlook have used their popular columns to blast auto concerns which use this device to attract customers.

In his column, Slim Pickin's, Barnard wrote, in part: "It was quite evident to yours truly upon arriving home that the new car automobile market Southern California is getting soft, as the first piece of mail that we read was from an automobile salesman claiming that his company had demanded that he sell a large number of cars this month, and would I take \$2800 for my car, which is two years old and originally cost brand-new, \$100 less than this... 'Would you take' means absolutely nothing, and the dealer has no intention of giving you anywhere near that amount. They are merely trying to smoke you out."

In Macker's column, The Cub Reporter, he wrote: "Does Brand Motors, 28th and Crenshaw, Los Angeles, think that we natives of Santa Monica travel around in covered wagons and still get our mail by Pony Express?"

"One of their bright salesmen—one George Bennett—left a card in my car parked across from The Outlook, wanting to know if I'd take \$1,950 for it on a new Ford."

"Only last week, a reputable Santa Monica firm offered me \$100 for my sled on a 1953 Chrysler."

"This unethical practice of making impossible offers on used cars is known as 'bushing.'"

"The Better Business Bureau won't like you, Mister Brand Motors!"

WITH THIS NEW CHECKING SERVICE

*You save time with ThriftiCheck when you deposit by mail!*

If you can only come to this bank during our extra-busy hours, you may find it a great convenience to make your ThriftiCheck deposits by mail. Without cost, we furnish you with special mail deposit slips and self-addressed envelopes that will make this a very simple matter.

### ThriftiCheck

LOW COST CHECKING ACCOUNT



### Cut Your Coffee Bill Almost in HALF!

NEW White Label LUZIANNE Coffee and Chicory = 71 CUPS PER POUND

ORDINARY COFFEE = 41 CUPS PER POUND

NEW White Label = 30 EXTRA CUPS Per Pound

Here's How to Cut Your Coffee Bill Almost in Half

USE → A Teaspoonful of New White Label LUZIANNE

Instead of A Tablespoonful of Ordinary Coffee

CUT YOUR COFFEE BILL IN HALF! BUY THE NEW WHITE LABEL LUZIANNE

## Reese's SELF-SERVICE MEATS & DELICATESSEN

The Economy of Quality

THE LEADER OF LOWER PRICES

Cudahy's Fresh-Frozen—1-lb. Pkg. SUNLIGHT

**DRUM STICKS**

**THIGHS** Cut from Grade A

**BREASTS** COLORED FRYERS

**89¢** lb

Coast Brand Tenderized Fully Smoked Sugar-Cured

**HAM**

Full Shank Half . . . . . 49¢ lb

Whole or Butt End . . . . . 57¢ lb

Center Slices . . . . . 98¢ lb

FRESH—LEAN—All Center Cuts

**PORK STEAKS** 59¢ lb

U. S. Gov't Inspected Selected Young Steer Beef

**PORTERHOUSE**

**T-BONE STEAK**

**CLUB STEAK**

**SIRLOIN STEAK**

**ROUND STEAK**

**SWISS STEAK**

**59¢** lb

Young Tender Steer Beef RIB

**Roast & Steaks** 49¢ lb

Bone-In—4 to 7-lb. Beef

**RUMP ROAST** 49¢ lb

FRESH—LEAN—Top Quality

**Ground Beef** 29¢ lb or **4 lbs. for \$1**

7-Bone and Center Cut CHUCK

**BEEF ROAST** 33¢ lb

KINGAN'S Indiana Sliced **BACON** 55¢ lb

From "Good" and "Choice" **LAMB PATTIES** 39¢ lb

Our Own Country Style **PORK Sausage** 39¢ lb

**SLICED SWORD FISH** 49¢ lb

BONELESS—SKINLESS **Haddock** 39¢ lb

**OCEAN CATFISH** 39¢ lb

**JACK CHEESE** 49¢ lb

Oscar Mayer All Meat **CELLO Wieners** 45¢ lb

### FREE TURKEYS

One 10-lb. Grade A Thanksgiving Eviscerated Hen Turkey Free with the Purchase of one Quarter of Beef. 2 Turkeys with the Purchase of One Side of Beef—This Special Freezer Offer Closes Sunday Night, Nov. 22. See Beef Prices Below.

**FREEZER SPECIAL**

All Meat Cut And Wrapped at No Extra Charge

**HALF BEEF** 39¢ lb

**FORE QUARTER** 35¢ lb

**HIND QUARTER** 45¢ lb

## De Simon

701 PACIFIC COAST HWY. REDONDO BEACH

SPECIALS for THURSDAY, F

DEL MONTE—46-oz. Can . . . . . **25¢**

**PINEAPPLE JUICE**

SAVE!

**S & F COFFEE**

1-lb. Can 85c 2-lb. Can 1.69

SAVE!

**Pic 'N' Time APPLE SAUCE**

1-lb. Can 13c

CONTADINA—8-oz. Can

**TOMATO SAUCE** 5 1/2¢

**CHILI SAUCE** 19¢

BENNETT'S—8-oz. Bottle

**Milk Amplifier** 30¢

BOSCO—12-oz. Jar

**Babo Cleanser** 2 for 25¢

**Tomato Paste** 2 for 19¢

CAMPANIA—6-oz. Can

**RAVIOLIS** 28¢

CHEF BOY-AR-DEE—15-oz. Can

**DOG FOOD** 2 for 31¢

DASH—Tall Can

**SYRUP** 32¢

DUDE RANCH—2-lb. Bottle

**NOODLES** 19¢

CHOW MEIN JAN-U-WINE—No. 2 Tin

**Minced Clams** 24¢

SEA GOLD—7-oz. Can

**Clam Chowder** 27¢

SNOWS—15-oz. Can

**Ammonia** 23¢

GOODWIN—Qtz.

**Soil Off** 39¢

24-oz. Bottle

**Beef Stew** 35¢

NALLEY'S—15-oz. Can

**Olive Oil** 72¢

RE-UMBERTO—Pint Tin

COMMUNITY CHEST

Van de Kamp's Specials Nov. 12, 13, 14

2-Layer Chocolate **PECAN CAKE** . 89¢ ea. (Reg. 98c ea.) 45c half

**BREEZE** 30¢ Large Pkg.

**LUX FLAVES** 29¢ Lg. Pkg.

**SURF** 29¢ Large Pkg.

**Lifebuoy** 3 REG. BARS 23¢ 2 Bath Size 23c

**Palm Leaf COFFEE CAKE** . 23¢ ea. (Reg. 29c ea.)

Van de Kamp's BAKERIES

**FROZEN**

**KERMIN PIES** All Chicken, Turkey or Beef

**ORANGE JUICE** CAL FAME—6-Oz. Can

**PEAS** LIBBY'S—10-Oz. Pkg.

**FROZEN DESSERTS** PICTSWEET—Pint Carton

**EGGS** Country Boy Fresh Grade

**DATES** VENUS—1-pound Pkg.

**Chili Con Carne** DERBY—No. 303 Can

**DOG-E-STU** BONNIE—Tall Cans

**DILL PICKLES** OUR BEST—1/2-gal.

**MUSHROOMS** QUAKER STATE—4-oz. Can

**Luncheon Meats** KINGAN'S K.P.—12-oz. Tin